



Beach Area Parking Zones  
Public Input Meeting  
Wednesday, Nov 28, 2012  
Saturday Dec 1, 2012

Imperial Beach  
Public Safety Department



# Beach Area Parking Zones

- How did this study come about?
  - City Council directed the City Manager to explore metered parking and other ideas as a result of a workshop held on July 11, 2012
  - The City Manager assigned the Public Safety Department to do the initial evaluation



# Beach Area Parking Zones

- What's happened so far?
  - Public Safety Staff have been:
    - Evaluating what can be improved with our current parking situation
    - Evaluating similar programs in other cities
    - Exploring possible partnering opportunities
    - Meeting with stakeholders to solicit input to help shape any recommendations
      - Chamber of Commerce
      - Business Improvement District
      - Sea Coasters
      - Kiwanis
      - Two public input forums
      - Request for further direction



# Beach Area Parking Zones

- What's happening next?
  - Public Safety will:
    - Compile input from all stakeholders
    - Prepare recommendations that are as inclusive as possible
    - Prepare a report to City Council that will include:
      - All input received
      - Recommendations of a possible approach
      - Benefits and obstacles



# Beach Area Parking Zones

- What about after that?
  - If the City Council rejects any changes, no further action will be taken at this time
  - If the City Council directs implementation of a plan
    - All affected City Departments will work together to prepare a thorough implementation plan, including:
      - Working with stakeholders
      - Meeting regulatory requirements
      - Developing detailed cost/benefit analyses
      - Developing a detailed implementation plan
      - Reporting back to City Council via public hearing for direction



# Beach Area Parking Zones

- Goals for today's meeting
  - Provide accurate information about the issue
  - Provide information about possible ideas
  - Provide the opportunity for public input
    - Concerns
    - Ideas
    - Healthy debate
    - Questions
  - Provide responses on the spot if possible, or later if not



# Beach Area Parking Zones

- ***Background***

- Effort to improve and promote Hotel, Business, Nature & Wildlife, and recreational access in the beach area corridor

- ***Purpose***

- The Imperial Beach Public Safety Department is asking for input related to parking related issues along and near Seacoast Drive
- Issues include:
  - Many limited hours spaces are taken for entire days, others can be legally occupied for up to 72 hours
    - Limits turnover of spaces
    - Inhibits opportunities for IB business patrons to find closer parking



# Beach Area Parking Zones

- ***Current Parking Limits***

- Some of the parking spaces near businesses are marked for 2 hours,
- Some are marked for 20 minutes,
- The rest are unmarked, and therefore available for 72 hour parking.
- In reality, due to minimal resources for enforcement, there are effectively no limits much of the time





# Beach Area Parking Zones

- ***Current Enforcement Efforts***
  - Community Service Officer (CSO) schedules adjusted to attempt greater enforcement
  - Researching what it would take for Senior Volunteers to assist with parking enforcement
  - Exploring contracting for enforcement
  - Public Safety Department developing recommendations for City Council Consideration



# Beach Area Parking Zones

- ***Community Outreach***

- Public Safety is currently working with members of the community on a concept of creating Commercial, Beach and Residential Parking Zones
- These two public input forums will complete this phase of the Community Outreach effort
- The ideas and input will be compiled and presented to City Council in a meeting expected to occur in the first quarter of 2013



# Beach Area Parking Zones

- ***Concept: Beach Area Parking Zones*** - The parking zones might be designated as follows:
  - Commercial Parking Zone
  - Beach Parking Zone
  - Residential Parking Zone



# Beach Area Parking Zones

- ***Commercial Parking Zone*** – The Commercial Parking Zone will consist of all parking spaces located as follows:
  - Palm Avenue from 3<sup>rd</sup> Street to the western street ends
  - Streets north of Palm Avenue for approximately 30 feet, excluding Seacoast Drive.
  - Seacoast Drive between Palm Ave and Imperial Beach Blvd
  - Street ends between Palm Ave and Imperial Beach Blvd, including Palm Avenue, and excluding the Imperial Beach Boulevard street ends
  - Side streets east of Seacoast Drive for approximately 30 feet, or to the alley



# Beach Area Parking Zones

- ***Commercial Parking Zone*** – Parking in the Commercial Zone would be permitted for 20 minutes, 1 hour or 2 hours. Designed to:
  - Promote turnover of spaces to optimize capacity for customers
  - Encourage long-term parkers to utilize inexpensive large parking lots or to park further inland.



# Beach Area Parking Zones

- ***Beach Parking Zone*** – The Beach Parking Zone will consist of all parking spaces located as follows:
  - Seacoast Drive south of Imperial Beach Boulevard
  - Street-ends west of Seacoast Drive, from and including Imperial Beach Boulevard to the end of Seacoast Drive
  - South side of Imperial Beach Blvd up to 3<sup>rd</sup> Street.



# Beach Area Parking Zones

- ***Beach Parking Zone*** – Parking in the Beach Parking Zone would be permitted for up to four hours.  
Designed to:
  - Accommodate visitors to the beach and surrounding area intending to stay for partial days.
  - Encourage longer term visitors to park outside of the commercial zone while still providing parking near the beach.



# Beach Area Parking Zones

- ***Residential Parking Zone*** – The Residential Parking Zone will consist of all parking spaces located as follows:
  - Seacoast Drive north of Palm Avenue
  - Streets north of Palm Avenue from approximately 30 feet north of Palm Avenue to Carnation Avenue
  - Calla Avenue and Citrus Avenue between Seacoast Drive and Silver Strand Boulevard
  - Side streets for approximately 30 feet west of Seacoast Drive or east of the alley to 3<sup>rd</sup> Street
  - 2<sup>nd</sup> Street between Palm Avenue and Imperial Beach Boulevard
  - 3<sup>rd</sup> Street between Palm Avenue and Imperial Beach Boulevard
  - North side of Imperial Beach Boulevard from Seacoast Drive to 3<sup>rd</sup> Street





# Beach Area Parking Zones

- ***Residential Parking Zone*** – Parking in the Residential Zone will be unlimited parking for residents with vehicles displaying a sticker specifically authorizing them to park in the Residential Zone.
  - Unauthorized vehicles would be ticketed and marked for a possible tow.
  - There would be no meters in the Residential Parking Zone.
  - Parking regulations within it would be enforced by the Public Safety Department.



# Beach Area Parking Zones

- ***Approach*** - The approach being considered is to implement these parking zones with a phased plan.
  - ***Phase 1:***
    - Implement revised time limits for parking
    - Increase enforcement to the degree possible with existing resources, monitor results and adjust
    - Consider implementation of the Residential Zone, depending on the impact of implementing the other zones.



# Beach Area Parking Zones

- ***Approach:***

- ***Phase 2:***

- Install meters in the Commercial and Beach Zones
      - Multi-space kiosk-style meters wherever cost-effective
      - Double-space meters where kiosks are not cost-effective
    - Meters will generate revenue needed for enforcement and encourage desired turnover in parking spaces
    - Parking zone enforcement hours are to be determined, possibly 8am to 6pm
    - If not yet implemented, the Residential Parking Zone would be implemented at this time. This might include metered parking during regular enforcement hours



# Beach Area Parking Zones

- ***Goal***

- The ultimate goal is to optimize the parking opportunities in order to promote the beach area business corridor as a place for residents and visitors to:

- Enjoy the natural resources associated with the Imperial Beach Shoreline
- Purchase goods and services with the local Imperial Beach Businesses
- Improve enforcement of street sweeping maintenance



# Beach Area Parking Zones

- ***Current Status***

- Public Safety has met with:

- the Sea Coasters,
    - the Kiwanis Club,
    - the Imperial Beach Business Improvement District, and
    - the Chamber of Commerce.

- Public Safety is currently conducting two Public Input Meetings

- 5:30 PM, Wednesday, November 28, 2012
    - 8:30 AM, Saturday, December 1, 2012



# Beach Area Parking Zones

- ***Next Steps***

- Public Safety will present a report to City Council during the first quarter of 2013 seeking direction regarding Beach Area Parking. The report will reflect the information obtained from all of the various public input venues conducted with stakeholders. All interested parties are encouraged to attend and provide their input
- If directed to return for a Public Hearing, all interested parties are also encouraged to attend the City Council Meeting when this item is heard, and express your opinions directly to the City Council



# Beach Area Parking Zones

## Questions and Feedback